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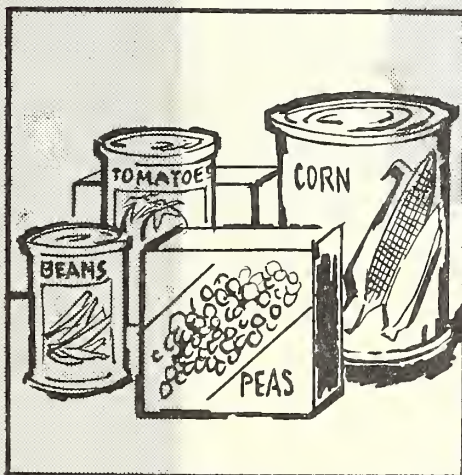
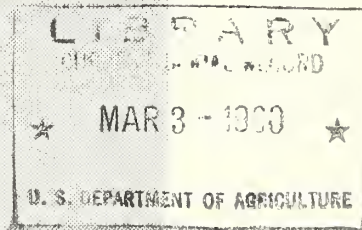
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ACREAGE-MARKETING GUIDES

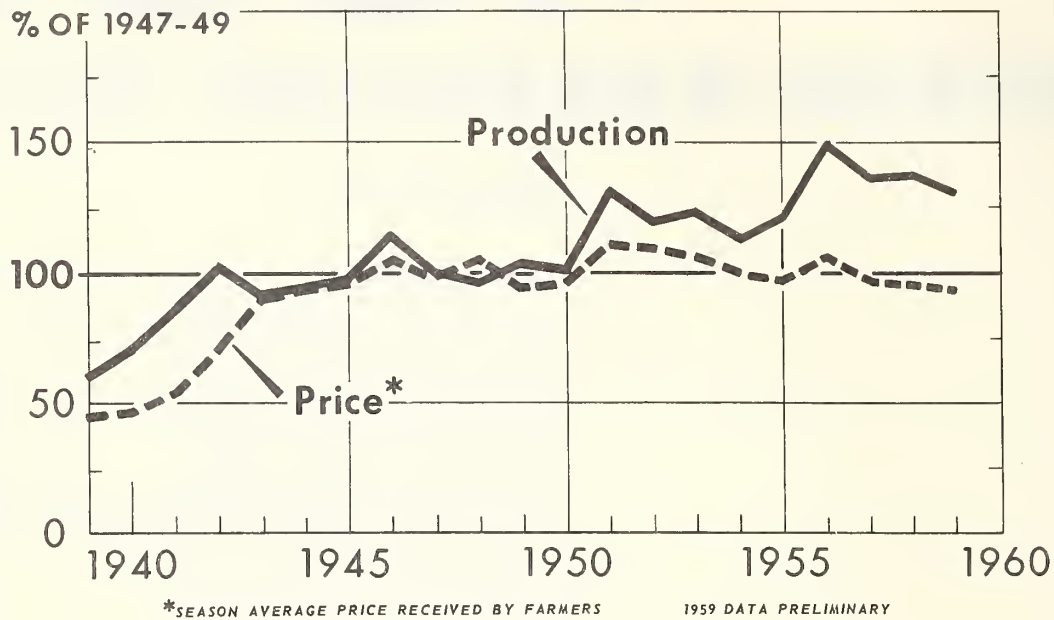
FEBRUARY 1960



**VEGETABLES FOR
COMMERCIAL
PROCESSING**

Agricultural Marketing Service AMG-14
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D.C.

VEGETABLES FOR COMMERCIAL PROCESSING



U. S. DEPARTMENT OF AGRICULTURE

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AGRICULTURAL MARKETING SERVICE

Production of vegetables for commercial processing trended downward during the last three years as processors compensated for the record production in 1956. The aggregate production in 1959 was 131 percent of the 1947-49 base compared with 139 percent in 1958. Smaller crops of tomatoes, beets and peas for canning, cabbage for kraut and cucumbers for pickles accounted for most of the decline. Partially offsetting were larger crops of sweet corn for canning and freezing and peas for freezing. Prices received by growers for processing vegetables tend to vary directly with changes in acreage and production. The index of price in 1959 was 94 percent of the 1947-49 base compared with 96 percent in 1958.

F O R E W O R D

The acreage-marketing guides program is designed to assist the vegetable industry in balancing the supply of each vegetable with market requirements. The objective of the program is to provide the best possible estimates of the acreage of particular vegetables required to produce the quantity of these vegetables necessary to satisfy the market need anticipated for the coming season.

The guides are prepared by specialists who follow the markets for the various commodities closely throughout the year. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends and any abnormalities of preceding seasons. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production in preceding years, so as to permit application of this percentage-change recommendation to every individual operation. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The vegetable industry is provided not only with the Department's recommendations, but also with the latest information upon which the recommendations are based. The information is presented to the industry in sufficient time for individuals to consider the facts as they develop their plans for the forthcoming season. The fundamental concept behind the guides program is that, given the best information possible, individual operators will make intelligent decisions for their and the industry's best interest. Compliance with the guides is voluntary. When acreage has been kept within the levels recommended by the Department, few marketing difficulties have been encountered.

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1960 Acreage-Marketing Guides

Vegetables for Commercial Processing

Vegetables for commercial processing to a large extent are grown on acreage contracted well in advance of planting time. Contracting has been a feature of the vegetable processing industry for many years and it is estimated about 90 percent of the vegetables produced for canning and freezing are grown by or under contract to processors. The contracting institution is a stabilizing influence and can be mutually beneficial to the farmer and the processor. With a contract, the farmer is reasonably assured of an outlet for his crop at a predetermined price. At the same time, the processor is usually assured of a sufficient volume of raw material, at a predetermined price, to meet his pack requirements. However, effective operation of the contracting procedure on an equitable basis requires that both grower and processor be fully acquainted with the economic forces affecting the industry.

The initial decision as to the level of acreage in any one season is made by the processor. He must translate prospective markets for his processed products into necessary acreage and production levels. In estimating future requirements, it is essential for the processor to consider carefully all factors affecting the production and marketing of his commodities. The grower also must be informed of the current and prospective markets for the various processed commodities if he is to bargain with processors on a realistic basis. The acreage-marketing guides program is designed to provide the basic information for each commodity and the adjustments needed to balance supplies with market requirements in the best interests of farmers, processors, and consumers.

I. HIGHLIGHTS OF 1959

Acreage-marketing guides are developed each year for 9 of the more important vegetables used for commercial canning and freezing. These include lima beans, snap beans, beets, cabbage for kraut, sweet corn, cucumbers for pickles, green peas, spinach and tomatoes. Total production of these 9 vegetables in 1959 was 7 percent smaller than in 1958 and 17 percent below the record production in 1956. Much smaller crops of tomatoes and peas for canning and cabbage for kraut accounted for a major portion of the decline from 1958. However, significant reductions occurred for beets for canning and cucumbers for pickles. Partially offsetting was an increase in the production of sweet corn for canning and larger freezer crops of spinach, green peas and corn.

The western states continued as the most important producing area. These states, principally California, Oregon, Washington and Idaho, have steadily gained in importance over the past decade, accounting for 44 percent of the total U. S. production in 1959 compared with 30 percent in 1949. California is the leading producer with one-third of the U. S. total. The Midwest has maintained its position, producing slightly over one-third of the total each year. The shift to the West has occurred mostly at the expense of the eastern

states. While actual production in this latter area has shown no trend, there has been a decline in relative importance from about 20 percent in 1949 to 12 percent in 1959.

On the average, growing conditions were favorable for most crops. The 1959 season started slowly, with some delay in the Midwest and West because of cold weather. By late June, however, the delay was overcome and rapid progress was maintained through the season. The only crops seriously affected were cabbage for kraut and California tomatoes. Yields of cabbage were reduced to very low levels by the hot, humid weather during the summer and early fall months. Unusually early rains caused some damage to the California tomato crop, reducing yields and quality. In general, however, yields were at high levels with records being established for cucumbers for pickles, beets, green peas and spinach. The continued high, and frequently record, yields being attained each year for all processing vegetables have created serious marketing problems for processors. Efforts to balance supplies through acreage adjustments have been thwarted by significantly more tonnage per acre. The result has been that supplies of most processed vegetables have been burdensome in recent years.

Canned and frozen vegetables were again in heavy supply during the 1958-59 season. Canned beets, snap beans, pickles, green peas, tomatoes and tomato products, as well as frozen lima beans and spinach were much in excess of market outlets. Prices remained at low levels, encouraging a high rate of shipment. In spite of the excellent movement, carryovers into the 1959 packing season were large. The only exceptions to the heavy supply situation were canned corn, lima beans and spinach. Cannerymen of these latter items went into the 1959 season with light to moderate stocks on hand.

The over-all supply situation for the current 1959-60 marketing season shows some slight improvement over recent years. Stocks of most commodities continue to be fairly heavy, however. During the first half of this season, shipments from canners held at a high rate and by early 1960 stock positions generally were moderately lower than a year earlier. Prices opened at low levels but have shown a slight increase in recent months. In spite of the rise, prices at mid-season generally were below a year earlier. A major exception was kraut where a light supply was selling at much higher prices. The last half of the current season should witness a continuation of the rapid movement. Also, heavy damage to fresh winter season crops will contribute to a stronger demand for several items. In total, and for most individual commodities, the carryover into the 1960 packing season probably will be only slightly above normal levels.

II. SUMMARY OF RECOMMENDATIONS FOR 1960

The aggregate acreage guide for 8 vegetables for commercial processing in 1960 is a planted acreage 3 percent less than in 1959. (The guide for cabbage for kraut is included in the recommendation for early fall cabbage, fresh market and processing. Five percent more acreage is recommended for the

combined cabbage crop). If production in 1960 is in line with the guide recommendations, supplies of processed vegetables for the 1960-61 season would be smaller than in the current season but should be adequate to fulfill all market needs.

C O M M O D I T Y	:	Percentage Change in 1960 Planted
	:	Acreage Compared With 1959 (percent)
Beans, Lima (For Canning)		No Change
(For Freezing)		Plus 15
Beans, Snap (For Canning)		Minus 10
(For Freezing)		Minus 5
Beets		No Change
Cabbage for Kraut		<u>1/</u>
Corn, Sweet (For Canning)		Minus 5
(For Freezing)		Minus 5
Cucumbers for Pickles		No Change
Peas, Green (For Canning)		Minus 3
(For Freezing)		Minus 7
Spinach		Minus 5
Tomatoes		No Change

1/ See individual commodity statement.

III. DEMAND FOR VEGETABLES IN THE LAST HALF OF 1960

Economic activity at the end of 1959 was rising, and prospects are for a continuation of the economic expansion through the summer and fall of 1960, with some increase in real per capita consumer income likely. Retail sales of food stores in October-November 1959 were 2 percent above a year ago. Further gains are likely, indicating strong demand for food, including vegetables, in the summer and fall of 1960.

Economic activity in the final quarter of 1959 rose after the return to operation of the steel mills. Personal incomes in November reached a record annual rate of \$384.8 billion, about 5 percent above a year earlier. During 1959, the economic recovery was stimulated by an increase in plant and equipment spending by business which in the fourth quarter probably reached a rate of \$34 billion, 13 percent above a year ago. Improved business sales, the

recovery in corporation profits and the cumulative effects of continuing heavy research expenditures were major factors in the rise in capital spending last year. Part of the change in inventories during 1959 was associated with the steel dispute, the longest on record. During the first half, inventories were accumulated at a rapid rate in anticipation of the strike; in the last half stocks were reduced sharply as a result of the shutdown in steel production. Construction activity in 1959 rose about a tenth over 1958. However, the trend in construction has been down since May owing to a decline in new private residential building. The most important factor in the decline in residential construction activity has been the tightening of credit available for mortgage financing. Expenditures by State and local Governments in the third quarter of 1959 were about \$4 billion over a year earlier.

The rise in output and consumer income, which resumed with the end of the steel strike, is expected to continue through the summer and fall of 1960. Prospects are for a continuation of the recovery in plant and equipment spending. According to the McGraw-Hill survey of spending intentions of business released in early November, an increase of about a tenth in capital outlays is likely in 1960 over 1959. Department of Commerce estimates indicate that construction expenditures in 1960 will reach \$55.3 billion, up 2 percent over 1959, with about the same relative gain in public and private outlays. Because of rising construction costs the total dollar outlay in 1960 will represent about the same physical volume as in 1959. With steel stocks extremely short and other inventories generally low in relationship to sales, there is likely to be some accumulation at both manufacturing and retail levels, particularly during the first half of 1960. Prospects are for a further rise of spending by State and local Governments in line with postwar trends, but Federal Government spending is likely to hold close to current rates, at least through mid-1960. A substantial increase of about a fifth in sales of new domestic automobiles was recently forecast by the Department of Commerce.

IV. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Farm machinery and equipment, tractors, trucks, repair parts, tires and fuels are in ample supply. They are expected to continue adequate through the last half of 1960. There is no foreseeable shortage of food containers nor packaging materials during the last half of 1960.

Supplies of fertilizer materials, insecticides, fungicides and weed killers are expected to be generally available. Newer pesticides competitive with older ones, or those developed to meet special needs, may be in short supply. Export demand for DDT is expected to continue to be heavy. However, U. S. productive capacity appears to be adequate to meet all demands.

Manpower: The over-all supply of farm manpower in 1960 is expected to be about the same as in 1959. Wage rates are expected to continue upward. Also, there will probably be an increase in demands for better housing and health and medical facilities, more continuity of employment, and other employee

benefits. Increasing labor costs are expected to speed up mechanization of more farm operations, thus influencing local labor patterns. Therefore, farm employers and workers should continue to work closely with local Employment Service offices in order to promote the efficient use of the hired farm work force, especially seasonal workers. Workers from foreign sources will continue to be available where needs cannot be met from qualified domestic sources.

V. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing the available marketing information, the Department attempts to aid the industry in bringing supplies in balance with market requirements and avoid marketing difficulties. Before planting time, growers should take measures to evaluate carefully their potential outlets.

VI. FOREIGN TRADE

Total exports of canned vegetables during the 1958-59 season were down slightly from the level in 1957-58. Reduced shipments of tomatoes and tomato products more than offset a slight increase in peas and a substantially larger movement of asparagus. Exports of asparagus have increased steadily since the early 1950's. This movement in 1958-59, mostly to European countries, accounted for about one-fifth of total canners' shipments during the season.

Except for asparagus, most of the canned vegetables exported from the United States go to Canada and Latin American countries. The total quantity exported has declined from the peak in 1956 when large supplies and low prices encouraged a significant movement of tomatoes and products. In general, foreign trade accounts for less than 3 percent of the total seasonal disappearance. Prospects for expansion are limited.

U. S. Exports of Canned Vegetables by Crop Years

Commodity	: Average : 1935-39	: 1954	: 1955	: 1956	: 1957	: 1958
	- - - - - 1,000 cases 24/2's - - - - -					
Asparagus	461	557	953	1,042	1,261	1,632
Beans, Stringless	<u>1</u> /	103	108	610	106	90
Corn, Sweet	83	255	177	355	310	192
Peas	150	400	<u>2</u> / 184	<u>3</u> / 417	285	335
Tomatoes	133	314	278	788	217	273
Tomato Juice	105	1,240	1,372	1,970	1,759	1,220
Tomato Paste and Puree	6	694	380	928	939	584
Total	938	3,563	3,452	6,110	4,877	4,326

1/ N.S.C. prior to January 1, 1945.

2/ Seven months, N.S.C. January - June 1956.

3/ Eleven months, N.S.C. June 1956.

Census Bureau, U. S. Department of Commerce.

Commercial Vegetables for Processing: 1960 Acreage Guides with Comparisons

Commodity	Planted Acreage				:Percent Planted Acreage Guide is of:			
	: 1960	: 1959	: 1958	: 1957	: 1956	: 1959	: 1958	: 1957
	: Guide	: Prel.	: 1,000 acres	: 1,000 acres	: 1,000 acres	: Prel.	: 1958	: 1957
Beans, Lima								
For Canning	31.6	31.6	30.1	30.1	36.3	100	105	105
For Freezing	61.3	53.3	59.1	65.3	69.7	115	104	94
Total	92.9	84.9	89.2	95.4	106.0	109	104	97
Beans, Snap								
For Canning	121.3	134.8	124.7	124.9	112.6	90	97	97
For Freezing	37.2	39.2	37.0	34.9	33.6	95	101	107
Total	158.5	174.0	161.7	159.8	146.4	91	98	99
Beets	13.8	13.8	16.9	18.6	22.2	100	82	74
Cabbage for Kraut 1/								
Corn, Sweet								
For Canning	362.8	361.9	344.0	397.7	411.4	95	105	91
For Freezing	64.7	68.1	60.6	66.4	67.0	95	107	97
Total	427.5	450.0	404.6	464.1	478.4	95	106	92
Cucumbers for Pickles	106.8	106.8	126.1	137.9	123.3	100	85	77
Peas, Green								
For Canning	225.3	232.3	286.5	349.8	340.6	97	79	64
For Freezing	118.5	127.4	109.9	134.7	159.7	93	108	88
Total	343.8	359.7	396.4	484.5	500.3	96	87	71
Spinach	38.4	40.4	37.8	41.5	38.5	95	102	93
Tomatoes	291.3	291.3	360.6	313.4	359.4	100	81	93
Total	1,473.0	1,520.9	1,593.3	1,715.2	1,774.5	97	92	86

1/ Included in total early fall crop (fresh market and kraut combined).

Commercial Vegetables for Processing: 1960 Probable Production with Comparisons

Commodity	P R O D U C T I O N					: Probable Production from Acreage				
	: 1960 1/ :					: Guide as Percent of:				
	: Guide : Prel. : 1958 : 1957 :					: 1959 : : 1957 : 1956 :				
	--- 1,000 tons ---					--- percent ---				
Beans, Lima										
For Canning	26.1	24.6	23.4	24.9		106	112	105	82	
For Freezing	68.1	58.1	65.4	67.8		117	104	100	90	
Total	94.2	82.7	88.8	92.7		114	106	102	87	
Beans, Snap										
For Canning	268.4	279.4	267.4	276.5		96	100	97	105	
For Freezing	90.4	89.3	97.1	84.8		101	93	107	109	
Total	358.8	368.7	364.5	361.3		97	98	99	106	
Beets	128.8	142.0	153.2	163.6		91	84	79	65	
Cabbage for Kraut 2/										
Corn, Sweet										
For Canning	1,206.3	1,333.4	1,094.9	1,278.3		90	110	94	83	
For Freezing	244.1	245.4	235.0	246.2		99	104	99	97	
Total	1,450.4	1,578.8	1,329.9	1,524.5		92	109	95	85	
Cucumbers for Pickles	318.0	335.2	356.8	369.8		95	89	86	98	
Peas, Green										
For Canning	278.7	301.0	348.3	398.1		93	80	70	81	
For Freezing	153.0	170.2	137.5	159.6		90	111	96	77	
Total	431.7	471.2	485.8	557.7		92	89	77	79	
Spinach	137.1	151.8	121.7	139.9		90	113	98	99	
Tomatoes	3,479.0	3,538.3	4,287.4	3,314.5		98	81	105	75	
Total	6,398.0	6,668.7	7,188.1	6,524.0		96	89	98	80	

1/ Computed: Acreage guides for 1960 times average yield.

2/ Included in total early fall crop (fresh market and kraut combined).

1960 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	: Acreage : :Planted:For Harvest: (1,000 acres)	: Yield : : Per Acre : (tons)	: : :Production: (1,000 tons)	: : :Price : (\$ per ton)	: : :Value : (\$1,000)
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1960 Planted Acreage Guide
and Probable Production

Canning (acreage equal to 1959)	31.6	<u>1/</u> .85	26.1		
Freezing (acreage 15 percent more than 1959)	<u>61.3</u>	<u>1/</u> 1.17	<u>68.1</u>		
Total	92.9		94.2		

Background Statistics

Canning

1959 Prel.	31.6	28.5	.86	24.6	114.40	2,815
1958	30.1	29.2	.80	23.4	126.80	2,973
1957	30.1	29.1	.85	24.9	129.90	3,230
1956	36.3	35.1	.91	32.0	145.30	4,652
1955	38.6	37.3	.69	25.6	133.70	3,423

Freezing

1959 Prel.	53.3	49.2	1.18	58.1	141.40	8,214
1958	59.1	52.5	1.24	65.4	145.90	9,537
1957	65.3	61.5	1.10	67.8	146.20	9,907
1956	69.7	65.3	1.16	76.0	152.20	11,565
1955	68.4	63.9	.99	63.0	146.40	9,219

Total

1959 Prel.	84.9	77.8	1.06	82.7	133.40	11,029
1958	89.2	81.7	1.09	88.8	140.90	12,510
1957	95.4	90.6	1.02	92.7	141.80	13,137
1956	106.0	100.4	1.08	108.0	150.10	16,217
1955	107.0	101.2	.99	88.6	142.70	12,642

1/ 1956-58 average yield.

Comparisons and Comments: Production of lima beans for processing in 1959 was 7 percent smaller than in 1958 and 17 percent below the 1953-57 average. Acreage was reduced from 1958 in most major states. Average yields per acre were moderately smaller than the record high levels registered in 1958 but were 9 percent larger than the 1953-57 average. Record high yields in the midwestern states partially compensated for below average yields in the Delmarva area. The crop for canning was up 5 percent from 1958 while the freezing crop was down 11 percent. Prices received by growers in 1959 were

substantially below 1958 and average for both the canning and freezing crops.

Canned Lima Beans

Canned lima beans were in relatively light supply during the 1958-59 season. The total supply of 4.3 million cases, (basis 24/303's), was 14 percent below the supply of the previous year and the smallest since the 1948-49 season. Prices averaged slightly above the levels of 1957-58. Disappearance totaled 3.2 million cases, nearly 14 percent below the rate of the previous year. In spite of the reduced movement, carryover into 1959 was only 1.1 million cases, (basis 24/303's), smallest since the 1953-54 season. A larger pack in the Midwest in 1959 more than offset a reduction in the East to result in a total pack about 10 percent above that of 1958. The moderate pack combined with the modest carryover to result in a total supply of 4.4 million cases (basis 24/303's) for 1959-60, slightly larger than the supply of the previous season. It is likely that movement during the current season will be about equal to the level of 1958-59. An equal disappearance would result in a relatively light carryover into the 1960-61 season. Although supplies during the last two seasons have been substantially smaller than during the mid-1950's, prices have held steady at moderate levels. A supply in 1960-61 about equal to that currently available should permit a balanced market.

1960 Guide (Canned Lima Beans): The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 3 percent and a 1956-58 average yield will result in a production 6 percent larger than in 1959.

Frozen Lima Beans

The supply of frozen lima beans available during the 1958-59 marketing season was smaller than the relatively heavy supplies of the previous two years. However, disappearance during the marketing season was about equal to that of 1957-58. As a result of the movement being maintained at a high rate, the carryover into the 1959 packing season was 38.5 million pounds, 7 percent less than the previous year. The size of the total United States frozen lima bean pack will not be reported until later in 1960. However, the pack in California, where the major portion of the freezing crop is produced, was nearly 7 percent smaller than in 1958. A substantial reduction in the California Fordhook pack more than offset a moderate increase in the pack of baby lima beans. On the basis of the California pack, published production estimates for freezing and stocks data, it is estimated that the total United States pack of lima beans in 1959 was 12 percent smaller than in 1958. The smaller pack, combined with a moderate carryover indicates a total supply for the 1959-60 marketing season about 11 percent less than last season and the smallest since 1952-53. Assuming a somewhat smaller disappearance during the 1959-60 marketing season, the carryover into the 1960 packing season will be relatively light. Some increase in the 1960 pack will be necessary to assure adequate supplies for the 1960-61 marketing season.

1960 Guide (Frozen Lima Beans): The 1960 guide is a planted acreage 15 percent larger than in 1959. Such an acreage, with a normal abandonment of 5 percent and a 1956-58 average yield, will result in a production 17 percent larger than in 1959.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season				
	: 1955-56	: 1956-57	: 1957-58	: 1958-59	: 1959-60
<u>Canned Lima Beans</u>					
	Million cases basis 24/303's				
Carryover	1.7	1.7	1.9	1.3	1.1
Pack	3.4	4.1	3.1	3.0	3.3
Total Supply	5.1	5.8	5.0	4.3	4.4
Disappearance	3.4	3.9	3.7	3.2	N.A.
Carryover	1.7	1.9	1.3	1.1	N.A.
<u>Frozen Lima Beans</u>					
	Million pounds				
Carryover	40.5	33.4	39.1	41.6	38.5
Pack	117.7	143.5	131.4	125.9	N.A.
Total Supply	158.2	176.9	170.5	167.5	N.A.
Disappearance	124.8	137.8	128.9	129.0	N.A.
Carryover	33.4	39.1	41.6	38.5	N.A.

N. A. - Not available

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen carryover from "Cold Storage Report," AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

1960 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
1960 Planted Acreage Guide and Probable Production					
Canning (acreage 10 percent less than 1959)	121.3	1/ 2.33	268.4		
Freezing (acreage 5 percent less than 1959)	37.2	2/ 2.56	90.4		
Total	158.5		358.8		

Background Statistics

Canning

1959 Prel.	134.8	127.3	2.20	279.4	102.70	28,701
1958	124.7	118.1	2.26	267.4	106.70	28,543
1957	124.9	120.2	2.30	276.5	114.50	31,671
1956	112.8	105.8	2.42	255.6	116.40	29,753
1955	108.0	102.9	2.25	232.0	108.90	25,257

Freezing

1959 Prel.	39.2	37.4	2.39	89.3	121.50	10,849
1958	37.0	35.1	2.77	97.1	120.80	11,730
1957	34.9	33.2	2.55	84.8	124.90	10,589
1956	33.6	32.0	2.59	83.0	126.90	10,529
1955	33.8	31.6	2.33	73.7	118.30	8,719

Total

1959 Prel.	174.0	164.7	2.24	368.7	107.30	39,550
1958	161.7	153.2	2.38	364.5	110.50	40,273
1957	159.8	153.4	2.36	361.3	117.00	42,260
1956	146.4	137.8	2.46	338.6	119.00	40,282
1955	141.8	134.5	2.27	305.7	111.10	33,976

1/ 1956-58 average yield.

2/ 1955-58 average yield.

Comparisons and Comments: Acreages planted for both canning and freezing were increased in 1959 and the total was 8 percent more than in 1958. There was a substantial increase in the acreage for freezing in the East and in the Central States. New York, Delaware, and Virginia accounted for the increase in the East. Acreages in the West for each form were increased moderately. The approximate 5 percent increase in the West was confined to Oregon and California. The weather pattern through the growing period had a pronounced

effect on yields and production in a number of states and areas. Extended periods of dry weather lowered production from early expectations in principal eastern and northwestern states. A lower average yield in California effected a smaller production in that state. Favorable growing conditions in the Midwest and in most mid-Southern states contributed to larger yields than in 1958 and tended to offset the smaller production in other areas. Total production for processing in 1959 was slightly more than the previous record in 1958. Production for canning, which accounted for about three-fourths of the total processing crop, was 4 percent more than in 1958. Production for freezing was 8 percent less than in 1958.

Carryovers into 1959 of both canned and frozen snap beans were heavy. Although all of the planned increase in 1959 packs did not materialize, total supplies for the 1959-60 marketing season are relatively large. Disappearance has been at high levels in recent years and continued to increase gradually in 1958-59. The movement of canned beans was up slightly and frozen bean movement increased 7 percent. Though not nearly as severe as in the winter of 1958, adverse weather in 1959 effected damage to fresh market crops that continued into the early spring months. The light supplies and high prices for the fresh encouraged more widespread use of the processed forms.

Canned Snap Beans

The total supply of canned snap beans at the beginning of the 1958-59 season was 3 percent more than in 1957-58. Disappearance during the season was maintained at a record rate, slightly more than the previous high reached in 1957-58. In spite of the record movement, the carryover into the 1959 packing season was very large. The 1959 pack of 30.9 million cases (basis 24/303's) was 4 percent less than last year. Packs were below 1959 in all areas except the Midwest. A smaller pack of green beans accounted for all of the change. The pack of wax beans was slightly larger than in 1958 but moderately smaller than in 1957. The total canned supply position for the 1959-60 season is 40.9 million cases, 1 percent less than in 1958-59. Movement to date (through January 1, 1960) has been at a fairly rapid rate due to some price concessions by canners early in the period and relatively light supplies of competing fresh beans. Even with a moderate increase in disappearance over that in 1958-59, the 1960 carryover probably would be about the same as in 1959. A 1960 pack smaller than in 1959 would provide ample volume for the 1960-61 marketing period.

1960 Guide (Canning): The 1960 guide is a planted acreage 10 percent less than in 1959. Such an acreage, with a normal abandonment of 5 percent and a 1956-58 average yield, will result in a production 4 percent less than in 1959.

Frozen Snap Beans

The total supply of frozen snap beans has reached new record highs every season since 1955-56. In 1958-59, it was 10 percent more than in 1957-58. Dis-

appearance has also increased from season to season and in 1958-59 it was 5.8 million pounds more than the previous record level reached in 1957-58. The increased movement only partially offset the large supply that was available and the July 1 carryover into the 1959 packing season was approximately two-fifths larger than in 1958-59. Preliminary data on production and monthly stocks indicate that the pack probably was slightly smaller than in 1958. But because of the large carryover, the total supply for the current season is at least moderately larger than that last season. Movement this season to January 1, 1960 has been at a more rapid rate than last year and total disappearance for the season is expected to be larger than in 1958-59. The carryover should be slightly less than in the current season. A 1960 acreage less than in 1959 with average yields would provide an adequate supply to meet anticipated needs in 1960-61.

1960 Guide (Freezing): The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with a normal abandonment of 5 percent and a 1955-58 average yield, will result in a production 1 percent more than in 1959.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season				
	1955-56	1956-57	1957-58	1958-59	1959-60
<u>Canned Snap Beans</u>					
	Million cases basis 24/303's				
Carryover	10.8	9.1	8.2	9.0	10.0
Pack	28.5	29.3	31.9	32.2	30.9
Total Supply	39.3	38.4	40.1	41.2	40.9
Disappearance	30.2	30.2	31.1	31.2	N.A.
Carryover	9.1	8.2	9.0	10.0	N.A.
<u>Frozen Snap Beans</u>					
	Million pounds				
Carryover	33.1	25.6	29.8	24.6	35.3
Pack	121.0	137.7	134.4	156.0	N.A.
Total Supply	154.1	163.3	164.1	180.6	N.A.
Disappearance	128.5	133.5	139.5	145.3	N.A.
Carryover	25.6	29.8	24.6	35.3	N.A.

N.A. - Not available.

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce, Frozen carryover from "Cold Storage Report", AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

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Beets

Year	Acreage		Yield	:	:	:
	:Planted:	For Harvest:				
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)	Value (\$1,000)

1960 Planted Acreage Guide
and Probable Production
(acreage equal to 1959)

13.8 1/ 9.83 128.8

Background Statistics

1959 Prel.	13.8	13.5	10.50	142.0	18.10	2,574
1958	16.9	16.2	9.50	153.2	17.70	2,715
1957	18.6	17.2	9.48	163.6	19.11	3,127
1956	22.2	20.7	9.50	196.9	19.20	3,782
1955	19.4	18.3	7.88	144.3	20.60	2,974

1/ 1957-59 average yield.

Comparisons and Comments: For several years beet processors have been burdened with canned stocks larger than the market would readily absorb at profitable prices. The difficulty stemmed from the record-large acreage and production in 1956. Each season since then there has been a decline in acreage and the supply position has adjusted gradually. There was a continued gradual improvement in 1959.

In total, plantings in 1959 were 18 percent less than in 1958. The important midwestern states accounted for practically all of the decline. Acreage was up slightly in New York and in the Northwest. (The latter area generally has experienced more favorable markets than the Midwest or East.) Growing conditions were generally good in most areas until late in the season. Then dry weather reduced prospects in the Midwest and yields in Oregon declined. In spite of the late season decline, high yields were obtained and the group average was the highest of record. Although the improved yields partially offset the acreage cut-back, production in 1959 was down 7 percent from 1958.

The smaller production and the consequent reduction in the size of the 1959 pack is expected to result in improved market conditions during the 1959-60 marketing season as compared to recent seasons. In addition, the carryover into the 1959 season was down slightly from 1958, amounting to 4.6 million cases (basis 24/303's). The smaller pack and smaller carryover will provide a total supply of canned beets for the 1959-60 marketing season moderately below the excessive stocks available since 1956. However, supplies are still large compared with current market outlets.

The disappearance of canned beets during recent seasons has been at high levels. Heavy supplies and low prices stimulated this unusually large movement. During the first portion of the current season prices have remained at low levels. While some improvement probably will occur, it is likely that prices will continue to be attractive to the buying trade. Disappearance during the 1959-60 season is likely to be relatively large and the carryover into the 1960 packing season is expected to be slightly smaller than in 1959.

The delay in the adjustment of canned beet supplies to market needs has been due, in part, to the effects of a pronounced upward trend in yields. Repeated acreage reductions have been met by more tons produced per acre. This increase has been underway fairly steadily since World War II and the record yield in 1959 was almost one-third above the 1946-47 average. Allowance for a continued high level should be made in developing acreage plans for 1960. Although the carryover into the 1960 season will be under those of recent years, a further reduction in the pack would be desirable to obtain balanced supplies for 1960-61.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 5 percent and a 1957-59 average yield, will result in a production 9 percent less than in 1959. The pack from such a crop would provide a balanced supply for the 1960-61 season.

Supply and Disappearance of Processed Beets

Commodity	Marketing Season				
	: 1955-56	: 1956-57	: 1957-58	: 1958-59	: 1959-60
<u>Canned Beets</u>	<u>Million cases basis 24/303's</u>				
Carryover	2.9	2.9	4.6	4.9	4.6
Pack	9.2	11.8	10.2	9.6	<u>1/</u> 9.2
Total Supply	12.1	14.7	14.8	14.5	13.8
Disappearance	9.2	10.1	9.9	9.9	N.A.
Carryover	2.9	4.6	4.9	4.6	N.A.

N.A. - Not available.

1/ Pack to December 31.

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks included in canned carryover and total supply from Census Bureau, U. S. Department of Commerce.

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Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L.I.), New York (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	Acreage		Yield		Production		Price	Value
	:Planted:	For Harvest:	Per Acre	:Production:	Price	: Value		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per	(\$1,000	cwt.)	

1960 Acreage Guide and
Probable Production

(planted acreage 5 percent
more than in 1959) 39,510

1/ 246 9,331

Background Statistics

1959 Prel.	37,630	35,380	216	7,628	2.30	17,569
1958	39,120	37,610	270	<u>2</u> / 10,163	1.13	10,971
1949-57 Average	44,282	42,760	229	<u>2</u> / 9,800	1.38	12,928

1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 34 in 1949, 2,246 in 1950, 200 in 1951, 84 in 1954, 600 in 1956 and 435 in 1958.

Comparisons and Comments: Nearly all kraut cabbage is produced in early fall. Kraut packers usually buy almost half of their supply through open market purchases from this crop. Production of early fall cabbage for fresh market and kraut utilization in 1959 was 25 percent below that of the previous year. Plantings were reduced 4 percent and abandonment was larger than normal. The crop was plagued by periods of hot and dry weather. Yields were reduced 20 percent from the levels of 1958 and were the lowest since the 1955 season. Prices for fresh market cabbage were at high levels during most of the season. Poor yields on contracted acreage and high open market prices held the 1959 kraut pack considerably below normal.

Relatively low prices and a concentrated promotional effort during the 1958-59 marketing season contributed to the largest total disappearance since 1953-54. In spite of the heavy movement, carryover into the 1959-60 season was moderately above average. On the basis of cuttings during the last half of 1959 as well as published production information, it is estimated that the 1959-60 pack will be substantially below average and will more than offset the moderately large carryover. Shortly after the peak of the packing season in 1959, market prices reacted to reduced supply prospects and climbed to the highest level in several years. Shipments from kraut packers during the early part of the 1959-60 season were relatively heavy. Shipments have fallen off early

in 1960. However, total disappearance during the 1959-60 season is expected to be fairly large. Should such a disappearance occur, carryover into the 1960 packing season will be relatively light. A substantially larger production will be needed in 1960 to fulfill fresh market and processing requirements. However, growers should not be overconfident in planning the 1960 crop. With normal yields, ample supplies can be produced with only a moderate acreage increase.

1960 Guide: The 1960 guide for early fall cabbage for fresh market and kraut is a planted acreage 5 percent more than in 1959. Such an acreage, with a normal abandonment of 4 percent and a 1954-58 average yield will result in a production 22 percent larger than in 1959.

Supply and Disappearance of Sauerkraut

Commodity	Marketing Season				
	1955-56	1956-57	1957-58	1958-59	1959-60
Million cases basis 24/303's					
<u>Sauerkraut</u>					
Carryover	4.7	2.7	5.4	4.6	4.8
Cuttings	8.2	12.4	8.8	10.5	<u>1/</u> 7.7
Total Supply	12.9	15.1	14.2	15.1	<u>1/</u> 12.5
Disappearance	10.2	9.7	9.6	10.3	N.A.
Carryover	2.7	5.4	4.6	4.8	N.A.

1/ Estimated

N.A. - Not available

Canners' carryover and cuttings data from National Kraut Packers Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce.

1960 Acreage-Marketing Guides
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Sweet Corn

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price : Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per (\$1,000 ton)

1960 Planted Acreage Guide
and Probable Production

Canning (acreage 5 percent less than 1959)	362.8	<u>1/</u> 3.50	1,206.3	
Freezing (acreage 5 percent less than 1959)	64.7	<u>1/</u> 3.33	244.1	
Total	427.5		1,450.4	

Background Statistics

Canning

1959 Prel.	381.9	353.9	3.77	1,333.4	18.50	24,706
1958	344.0	329.6	3.32	1,094.9	18.30	19,993
1957	397.7	377.9	3.38	1,278.3	19.50	24,891
1956	411.4	384.8	3.79	1,458.8	19.90	28,969
1955	355.6	340.0	2.98	1,011.7	19.20	19,451

Freezing

1959 Prel.	68.1	64.8	3.79	245.4	22.40	5,492
1958	60.6	58.4	4.02	235.0	21.00	4,946
1957	66.4	64.0	3.85	246.2	22.20	5,467
1956	67.0	64.2	3.91	251.2	23.10	5,791
1955	52.2	49.5	3.27	162.3	20.90	3,400

Total

1959 Prel.	450.0	418.7	3.77	1,578.8	19.10	30,198
1958	404.6	388.0	3.43	1,329.9	18.80	24,939
1957	464.1	441.9	3.45	1,524.5	19.90	30,358
1956	478.4	449.0	3.81	1,710.0	20.30	34,760
1955	407.8	389.5	3.01	1,174.0	19.50	22,851

1/ 1956-58 average yield.

Comparisons and Comments: Production of sweet corn for canning was excessive in 1956 and 1957. Acreage and production were down sharply in 1958, and during the 1958-59 marketing season, inventories of canned supplies were worked down to the level of market needs. Most major states increased acreage in 1959. Harvested acreage totaled 7 percent more than in 1958 but was considerably less than in 1957 and 1956. Aggregate acreage was 6 percent higher than in 1958 in the important Midwest, 19 percent higher in the West (where approximately half of the frozen product originates), and 11 percent higher

in the East. In the eastern states, yields were reduced by dry hot weather. However, high yields were obtained in other areas. The U. S. average yield was slightly less than the 1956 record but more than a fifth higher than the 1948-57 average.

The 1959 production totaled 19 percent more than in 1958 but 8 percent less than the 1956 record. Production for canning was 22 percent higher than in 1958; production for freezing was 4 percent higher. About 84 percent of the production was for canning and 16 percent for freezing. Prices received by growers averaged slightly higher than in 1958 but were below average.

Canned Sweet Corn: Supplies of canned corn this marketing season are large but not excessive. The 1959 pack was 41.2 million cases basis 24/303's, a fourth higher than in 1958 but almost equal to the 1956 and 1957 average. Canned carryover, including distributors' stocks, at the beginning of this season totaled 5.9 million cases, substantially less than in 1958 and 1957. At the start of the 1959-60 marketing season, supplies totaled 47.1 million cases. This compares to 41.9 last season and 47.7 in the 1957-58 season.

Per capita consumption of canned corn has shown a slight upward trend during the 1950's. Total disappearance of canned supplies held at high levels in the past three marketing seasons, averaging 38.2 million cases. So far this season, shipments from canners' hands are materially above last season. Replenishment of inventories and low prices have helped to stimulate sales. Total disappearance in the 1959-60 marketing season is expected to be large. However, carryover into the 1960 pack season probably will be well above that in 1959 but smaller than the surplus levels of 1958 and 1957. A moderate reduction in the pack in 1960 would provide ample supplies for the 1960-61 marketing season.

1960 Guide - Canning: The 1960 guide for corn for canning is a planted acreage 5 percent less than in 1959. Such an acreage, with a normal abandonment of 5 percent and 1956-58 average yields will result in a production 10 percent less than in 1959 but 10 percent more than in 1958.

Frozen Sweet Corn: Per capita consumption of frozen sweet corn showed an upward trend in the 1950's. On a fresh equivalent basis, per capita consumption was estimated at 1.3 pounds in 1951 and 2.3 pounds in 1958. The 1959 production of frozen cut corn amounted to 117.1 million pounds according to the National Association of Frozen Food Packers. This compared to the 1957-58 average of almost 112 million pounds and the 1956 record of 118.2 million pounds. Slightly more than half of the 1959 pack originated in the West, a fourth in the Midwest and a fourth in the East and South combined. The 1959 pack of corn-on-cob has not been reported but is expected to be moderately more than the 1958 pack. Frozen stocks at the beginning of the 1959-60 season totaled 21 million pounds, compared to 26.1 million pounds a year earlier. The larger pack about offset the reduction in carryover and the total supply for 1959-60 was approximately equal to last season. Disappearance continues at a high rate. On December 31, 1959 frozen stocks were about equal to a year

earlier. With a sustained movement during the last half of the season, the carryover into the 1960 packing season is expected to be moderate. A pack in 1960 about equal to 1959 should provide adequate supplies.

1960 Guide - Freezing: The 1960 guide is a planted acreage 5 percent less than in 1959. Such an acreage, with an average abandonment of 4 percent and a 1956-58 average yield, will result in a 1960 production slightly less than in 1959 but 4 percent more than in 1958.

Supply and Disappearance of Processed Corn

Commodity	Marketing Season				
	1955-56	1956-57	1957-58	1958-59	1959-60
<u>Canned Sweet Corn</u>	<u>Million cases basis 24/303's</u>				
Carryover	10.0	5.5	9.3	8.9	5.9
Pack	29.4	43.5	38.4	33.0	41.2
Total Supply	39.4	49.0	47.7	41.9	47.1
Disappearance	33.9	39.7	38.8	36.0	N.A.
Carryover	5.5	9.3	8.9	5.9	N.A.
<u>Frozen Sweet Corn</u>	<u>Million pounds</u>				
Carryover	37.7	17.0	24.6	26.1	21.0
Pack	77.0	138.6	126.6	121.4	1/
Total Supply	114.7	155.6	151.2	147.5	N.A.
Disappearance	97.7	131.0	125.1	126.5	N.A.
Carryover	17.0	24.6	26.1	21.0	N.A.

N.A. - Not available.

1/ Frozen cut corn pack reported as 117.1 million pounds compared with 111 million in 1958.

Canned pack and canners carryover data from National Canners Association. Distributors' canned stocks included in canned carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen pack from National Association of Frozen Food Packers. Frozen carryover from "Cold Storage Report", AMS, USDA.

1960 Acreage-Marketing Guides
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Cucumbers

Year	Acreage		Yield		Price	Value
	: Planted:	: For Harvest:	: Per Acre	: Production:		
	(1,000 acres)		(bushels)	(1,000 bu.)	(\$ per bu.)	(\$1,000)
<u>1960 Planted Acreage Guide</u> <u>and Probable Production</u> <u>(acreage equal to 1959)</u>						
	106.8		1/ 132	13,252		
<u>Background Statistics</u>						
1959 Prel.	106.8	100.5	139	13,968	1.23	17,233
1958	126.1	119.4	125	14,868	1.28	19,006
1957	137.9	129.3	119	15,409	1.30	19,981
1956	123.3	116.0	116	13,465	1.32	17,793
1955	133.4	125.4	104	12,987	1.30	16,892
1/ 1958-59 average yield.						

Comparisons and Comments: Supplies of pickles have been relatively large during the past few years and prices frequently have been depressed. The surplus supply situation developed in 1957 when a record large crop was produced. In efforts to adjust supplies, acreage was reduced sharply in 1958 and 1959. Plantings in 1959 were 15 percent less than in 1958 and 23 percent less than 1957. Effects of the acreage cuts were offset to a large degree by higher yields. The average yield of cucumbers has been increasing steadily and in 1959 was 11 percent more than in 1958 and 32 percent more than the 1953-57 average. In total, 1959 production was 6 percent less than in 1958.

Reported stocks of cucumbers for pickles on October 1, 1959 indicated that supplies for the 1959-60 marketing season were about 9 percent less than in 1958-59. The carryover from last season's crop was slightly above the previous year, but stocks from the 1959 crop were down substantially. The movement of pickle stocks followed a steady upward trend beginning during the late 1940's. Consumer demand remains strong and long-range prospects indicate a continued increase in total movement. However, immediate prospects are for a utilization during the 1959-60 season close to that during 1958-59. It is probable that the carryover into the 1960 packing season will be reduced to moderate levels. An acreage in 1960 equal to 1959 should result in a balanced market during the 1960-61 season.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with a normal abandonment of 6 percent and a 1958-59 average yield, will result in a production 5 percent less than in 1959.

1960 Acreage-Marketing Guides
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Peas

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1960 Planted Acreage Guide
and Probable Production

Canning (acreage 3 percent below 1959)	225.3	<u>1/</u> 1.302	278.7		
Freezing (acreage 7 percent below 1959)	118.5	<u>1/</u> 1.374	153.0		
Total	343.8		431.7		

Background Statistics

Canning

1959 Prel.	232.3	225.8	1.333	300.9	86.60	26,069
1958	286.5	274.4	1.270	348.3	88.30	30,754
1957	349.8	328.4	1.212	398.1	88.80	35,362
1956	340.6	324.8	1.065	345.9	89.80	31,065
1955	330.3	305.6	1.054	322.2	89.20	28,752

Freezing

1959 Prel.	127.4	119.3	1.426	170.2	90.10	15,337
1958	109.9	104.0	1.322	137.5	88.30	12,146
1957	134.7	126.1	1.266	159.6	91.20	14,556
1956	159.7	149.2	1.335	199.5	97.10	19,363
1955	140.1	129.6	1.032	133.7	89.40	11,960

Total

1959 Prel.	359.7	345.1	1.366	471.2	87.90	41,406
1958	396.4	378.4	1.284	485.8	88.30	42,900
1957	484.5	454.5	1.227	557.7	89.50	49,918
1956	500.3	474.0	1.150	545.4	92.50	50,428
1955	470.4	435.2	1.048	455.9	89.30	40,712

1/ 1958-59 average yield.

Comparisons and Comments: In 1959, the total crop for processing was 3 percent smaller than in 1958 but 5 percent above the 1948-57 average. Production for canning was down 14 percent while production for freezing was up almost one-fourth. By areas, substantial declines in production occurred in the Midwest and Northeast where canning predominates. In the Northwest, where freezing is a major outlet, crops were above 1959 and average. In a number of important areas planting was delayed by cold, wet weather. Also, late frosts slowed early development in the Northwest. However, as the

season progressed, conditions improved. On the average, the crop met with very favorable growing conditions and high yields were obtained.

Yields of peas for processing have shown a steady and relatively sharp upward trend since the early 1950's. The consistent increase has tended to offset to some extent the efforts of processors to bring supplies into line with anticipated outlets. This has been a particular problem for canners during the past few years. Following the heavy supply-low price situation in 1957, acreage for canning was reduced 18 percent in 1958. But yields on acreage for canning were up 5 percent and supplies continued excessive. A further reduction was made in 1959 when plantings were 19 percent below 1958 and the smallest since pre-World War II. Yields, however, reached a new record in 1959, offsetting to some degree the affect of the acreage cut.

Freezers also have encountered the situation of an almost constant increase in yields. However, a rapid rise in consumer demand helped alleviate the problem of adjusting inventories to market requirements. By the end of the 1958-59 season supplies had been reduced to a moderate level. In 1959, the acreage for freezing was increased 16 percent from 1958. Yields reached a record-high and the resulting pack was the second largest of record. Although supplies for 1959-60 are large, a continued high rate of disappearance has helped maintain prices.

Canned Peas

Canners have had difficulty for several years in marketing their product at profitable price levels. The problem developed in 1957 when a very large pack was made. Supplies were burdensome and the carryover into the 1958 packing season was extremely large. Although the 1958 pack was about a tenth smaller than in 1957, the large carryover offset the pack reduction and the total supply amounted to 49.3 million cases basis 24/303's. This was substantially in excess of market outlets and prices remained at unusually low levels. Even though prices were low, the movement declined slightly from the previous year. Most of the decline occurred during the first part of the season, possibly reflecting temporary market saturation due to the above average movement the previous year. The carryover into the 1959 packing season was the largest in the past decade. The relatively small pack in 1959 of 31.3 million cases plus the carryover resulted in a total supply for the 1959-60 season of 46 million cases. Although the supply situation has been improved, stocks are larger than needed to satisfy market requirements.

Under the stimulus of low prices, the disappearance of canned peas during the last two seasons was well above average. Prices remained low during the first half of the current season and the movement was well maintained. Through December 1, 1959 shipments by canners amounted to 18.6 million cases basis 24/303's. This was 1.8 million cases more than during the similar period in 1958 but about the same as in 1957. It is probable that prices will continue to be attractive to consumers and demand will continue strong. This should result in the total season shipments by canners reaching a level close to that

of the past two years. With such a high rate of movement, the carryover position in 1960 will be materially improved. However, it will still be large and sufficient supplies for the 1960-61 season would result from a pack smaller than in 1959. In light of the consistently high yields now being obtained, an acreage in 1960 slightly smaller than 1959 should be adequate.

1960 Guide - Canning: The 1960 guide is a planted acreage 3 percent less than in 1959. Such an acreage, with a normal abandonment of 5 percent and a 1958-59 average yield, will result in a production 7 percent less than in 1959.

Frozen Peas

The consumption of frozen peas continues to increase at a rapid rate. The use per person during the past five years has increased at an average rate of 6 percent annually. This sharp upward trend, in conjunction with population growth, has greatly expanded the total market. At the same time it has helped processors work out of an oversupply situation within a relatively short period. Supplies of frozen peas were excessive during the 1956-57 and 1957-58 seasons. However, reductions in packs, combined with a very large movement, restored balance to the market during the 1958-59 season.

The carryover into the 1959 season was 84.5 million pounds. This moderate carryover plus the pack of 305 million pounds resulted in total supply of 389 million pounds, 6 percent larger than last season but 6 percent below the burdensome supply available in 1957-58. Although stocks for the current season are large, the disappearance rate has been at a record high. Though December 31, 1959 the disappearance amounted to 183.4 million pounds compared to 176.2 million during the same period last season. The total season's disappearance probably will exceed that in 1958-59. The carryover into 1960, however, will be well above that in 1959. Considering the larger carryover, some reduction from 1959 in the size of the 1960 pack would still provide ample supplies for the 1960-61 marketing season.

1960 Guide - Freezing: The 1960 guide is a planted acreage 7 percent less than in 1959. Such an acreage, with a normal abandonment of 6 percent and a 1958-59 average yield, will result in a production 10 percent less than in 1959.

Supply and Disappearance of Processed Green Peas

Commodity	Marketing Season				
	: 1955-56	: 1956-57	: 1957-58	: 1958-59	: 1959-60
<u>Canned Green Peas</u>		<u>Million cases basis 24/303's</u>			
Carryover	5.6	5.5	7.4	13.3	14.7
Pack	33.4	35.7	41.3	36.0	31.3
Total Supply	39.0	41.2	48.7	49.3	46.0
Disappearance	33.5	33.8	35.4	34.6	N.A.
Carryover	5.5	7.4	13.3	14.7	N.A.
<u>Frozen Green Peas</u>		<u>Million pounds</u>			
Carryover	42.1	49.3	118.3	116.9	84.5
Pack	231.2	359.7	295.8	251.9	304.6
Total Supply	273.3	409.0	414.1	368.8	389.1
Disappearance	224.0	290.7	297.2	284.3	N.A.
Carryover	49.3	118.3	116.9	84.5	N.A.

N.A. - Not available.

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in canned carryover and total supply, from Census Bureau, U. S. Department of Commerce. Frozen carryover from "Cold Storage Report", AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

1960 Acreage-Marketing Guides
Vegetables for Commercial Processing

Spinach

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1960 Planted Acreage Guide
and Probable Production

(acreage 5 percent less than 1959)	38.4	1/ 4.2	137.1
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Background Statistics

1959 Prel.	40.4	34.2	4.4	151.8	37.90	5,749
1958	37.8	30.5	4.0	121.7	41.20	5,008
1957	41.5	32.9	4.2	139.9	37.90	5,300
1956	38.5	33.3	4.2	138.5	39.40	5,487
1955	35.4	30.9	4.2	130.0	38.50	5,007

1/ 1957-59 average yield.

Comparisons and Comments: The favorable marketing climate that prevailed for canned and frozen spinach during the 1958-59 season led to a sharp increase in production and packs in 1959. Production of spinach for processing was record large in 1959, a fourth more than in 1958 and 22 percent above the 1949-57 average. Large acreages and high yields in the spring crop states, particularly California, were the principal factors in the increase. Planted acreage in California was up 25 percent from 1958 and production was up two-thirds. Partially offsetting the large spring harvest was a relatively short fall crop. Acreage for fall harvest was much smaller than a year earlier, mostly because of unfavorable weather in the Arkansas-Oklahoma area. Excessive rains and partial flooding restricted seeding and heavily damaged the crop already planted. Fall production was 18 percent below the 1949-57 average. Since 1949, yields of spinach for processing have been increasing steadily. The upward trend continued in 1959 when the U. S. average yield was 10 percent above 1958 and 50 percent higher than in 1949. The improvement has taken place in all of the more important commercial states.

Canned Spinach

Supplies of canned spinach were moderate during the 1958-59 marketing season and were well below the burdensome stocks of a year earlier. Although supplies were down, movement held at a fairly high rate. Thus, carryover into the 1959 packing season was light. This light carryover partially offset the large pack, so that total supplies for the 1959-60 season are only moderately above 1958-59. A reasonably stable market situation has prevailed. Movement during the current marketing period probably will be slightly larger than in 1958-59 because of larger supplies available. However, even with an

increased movement, the carryover into the 1960 packing season is expected to be above that in 1959. For the 1960-61 marketing season canners should be able to manage a supply about in line with current levels. To obtain such a supply, the 1960 pack should be slightly smaller than in 1959.

Frozen Spinach

Supplies of frozen spinach have been burdensome during the current marketing season. The excess supply situation resulted from the record-large 1959 spring pack. Freezers in 1959 put up a spring pack of 94.6 million pounds, more than 50 percent above a year earlier. Partially offsetting factors were the below normal carryover into the packing season and the reduced fall pack. However, frozen stocks were at high levels throughout the 1959-60 marketing season. The annual disappearance of frozen spinach has been relatively stable in recent years, averaging slightly over 102 million pounds. In 1959-60, the disappearance has been maintained at a high rate and the total for the season should be above average. Even with such a large movement, the carryover into 1960 will be well above normal levels. Some reduction in the size of the 1960 pack will be required to obtain balanced supplies for the 1960-61 marketing period.

1960 Guide: The 1960 guide is a planted acreage 5 percent less than in 1959. Most of the reduction should be in acreage intended for freezing. Such an acreage, with a normal abandonment of 15 percent and a 1957-58 average yield, will result in a production 10 percent less than in 1959.

Supply and Disappearance of Processed Spinach

Commodity	Marketing Season				
	1955-56	1956-57	1957-58	1958-59	1959-60
<u>Canned Spinach</u>					
	Million cases basis 24/303's				
Carryover	1.7	2.3	2.8	2.9	2.1
Pack	7.3	7.8	7.7	6.4	N.A.
Total Supply	9.0	10.1	10.5	9.3	N.A.
Disappearance	6.7	7.3	7.6	7.2	N.A.
Carryover	2.3	2.8	2.9	2.1	N.A.
<u>Frozen Spinach</u>					
	Million pounds				
Carryover	14.2	23.4	26.6	24.8	19.5
Pack	110.3	104.5	102.1	97.5	N.A.
Total Supply	124.5	127.9	128.7	122.3	N.A.
Disappearance	101.1	101.3	103.9	102.8	N.A.
Carryover	23.4	26.6	24.8	19.5	N.A.

N.A. - Not available.

Canned pack and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply from Census Bureau, U. S. Department of Commerce. Frozen carryover from "Cold Storage Report", AMS, USDA. Frozen pack from National Association of Frozen Food Packers.

1960 Acreage-Marketing Guides
Vegetables for Commercial Processing

Tomatoes

Year	Acreage		Yield		Price		Value
	Planted	For Harvest	Per Acre	Production	(\$ per	(\$1,000	
	(1,000 acres)		(tons)	(1,000 tons)	ton)		

1960 Planted Acreage Guide
and Probable Production

(planted acreage equal

to 1959)

291.3

1/ 12.2

3,479.0

Background Statistics

1959 Prel.	291.3	287.7	12.3	3,538.3	24.40	86,222
1958	360.6	345.8	12.4	4,287.4	25.40	109,055
1957	313.4	305.0	10.9	3,314.5	25.20	83,570
1956	359.4	354.9	13.1	4,638.3	25.70	119,022
1955	335.9	330.8	9.9	3,278.0	24.90	81,619

1/ 1956-59 average yields by states.

Comparisons and Comments: With canners possessing heavy carryover stocks of canned tomatoes and tomato products, planted acreage was cut sharply in 1959. All major producing states contributed to the decrease except Michigan. The largest reduction occurred in California, down 27,900 acres. Production was 17 percent less than 1958, but was still one of the largest on record. California production, which accounted for 57 percent of the U. S. total, was a fourth smaller than 1958. New York, Ohio, and Indiana were the only major producing states increasing production over 1958, reflecting higher yields per acre.

Other than wet weather interrupting field operations during planting time in New York and several Midwestern states, weather during the early growing season was generally conducive to good growth and development. In the East Coast states from New Jersey south, excessive rainfall during late July and the first-half of August was followed by high temperatures, lowering expected yields and production. Hot July weather in Michigan and California hastened maturity and advanced the harvesting season. California was about two weeks ahead of normal development, and deliveries to processors during August were considerably heavier than usual. Heavy rains hit California's central valleys in mid-September. With harvest about at peak, extensive losses occurred. Damage would have been more severe had the precipitation not been followed by drying north winds.

Peeled Tomatoes

With prices depressed at low levels during the entire 1958-59 marketing season, the rate of disappearance was one of the highest on record. However,

carryover stocks into the 1959-60 marketing season were record high. With a 1959 pack of 29.4 million cases (basis 24/303's), the total supply for the current marketing season, though somewhat smaller than last year, remains relatively heavy. Consequently, although price levels have strengthened somewhat in recent months, the supply situation indicates further price increases will probably be of moderate proportions. All regions packed less in 1959 than in 1958, the decreases being 19 percent in the Northeast, 31 percent in the Mid-Atlantic, 6 percent in the Midwest, 21 percent in the West, and 14 percent in the South. A 1960 pack about the same size as the 1959 pack should result in a total supply for the 1960-61 marketing season moderately smaller than this season, and more in line with market requirements.

Tomato Products

Very low price levels for tomato juice, coupled with high prices for most competing juices, contributed to a near-record disappearance during the 1958-59 marketing season. An extremely heavy carryover into the current season was about offset by a moderate sized pack -- 38.0 million cases (basis 24/303's). Therefore, the total supply remains slightly heavier than required. Although moderately higher prices are anticipated during the remainder of this season, disappearance should continue at a fairly high rate. Tomato juice has enjoyed a long-time upward trend in per capita consumption. It is probable the carryover into the 1960-61 season will be substantially smaller than this year, but still ample.

Spurred by low price levels, disappearance during the 1958-59 season was at a very high rate for all products except puree. Despite a moderately smaller 1959 pack for all products except chili sauce, the total supply during the 1959-60 marketing season will continue slightly heavier than market demand warrants for most products, because of heavy carryover stocks. Markets have been steadily strengthening during early winter, and prices should average moderately higher than the weak markets returned last season. With catsup, paste, and sauce exhibiting a long-time upward trend in per capita consumption, disappearance should continue at a high rate.

The aggregate total supply of all canned tomatoes and products during the 1959-60 season is about 7 percent smaller than the burdensome stocks of a year ago, but slightly heavier than is considered optimum. The carryover in 1960 is expected to be only moderately larger than desired. A 1960 aggregate pack of tomatoes and tomato products approximately the size of 1959 should about balance total supplies with market requirements.

1960 Guide: The 1960 guide is a planted acreage equal to 1959. Such an acreage, with normal abandonment and 1956-59 yields by states, will result in a production 2 percent less than 1959.

Supply and Disappearance of Processed Tomatoes and
Selected Tomato Products

Commodity	Marketing Season				
	: 1955-56	: 1956-57	: 1957-58	: 1958-59	: 1959-60
Million cases basis 24/303's					
<u>Canned Tomatoes</u>					
Carryover	7.0	6.7	10.2	6.5	11.5
Pack	30.2	36.5	26.4	37.2	29.4
Total Supply	37.2	43.2	36.6	43.7	40.9
Disappearance	30.5	33.0	30.1	32.2	N.A.
Carryover	6.7	10.2	6.5	11.5	N.A.
<u>Tomato Juice</u>					
Carryover	10.9	5.7	15.4	14.3	16.5
Pack	32.8	53.1	39.8	45.0	38.0
Total Supply	43.8	58.8	55.2	59.3	54.4
Disappearance	38.1	43.4	40.9	42.9	N.A.
Carryover	5.7	15.4	14.3	16.5	N.A.
<u>Catsup and Chili Sauce</u>					
Carryover	4.0	4.2	9.5	8.5	10.1
Pack	22.4	30.1	22.2	25.7	23.5
Total Supply	26.4	34.3	31.7	34.2	33.6
Disappearance	22.2	24.8	23.2	24.1	N.A.
Carryover	4.2	9.5	8.5	10.1	N.A.

N.A. - Not available.

Canned packs and canners' carryover data from National Canners Association. Distributors' canned stocks, included in carryover and total supply, from Census Bureau, U. S. Department of Commerce.



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